

**House File 2093 - Introduced**

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and HEATON

**A BILL FOR**

- 1 An Act creating the Iowa hot lunch challenge campaign.
- 2 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. IOWA HOT LUNCH CHALLENGE CAMPAIGN — LEGISLATIVE  
2 FINDINGS. The general assembly finds all of the following  
3 information demonstrates the need for the Iowa hot lunch  
4 challenge campaign created by this Act:

5 1. In order to become the healthiest state in the nation  
6 and provide a world-class education for our children, Iowa must  
7 improve the way it feeds its future.

8 2. Nearly thirty percent of Iowa's school-age children are  
9 eligible for free or reduced lunch.

10 3. One in five Iowa children do not get enough food at home.

11 4. Over the past three decades, childhood obesity rates in  
12 the United States have tripled.

13 5. Currently, almost one in every three children in this  
14 nation is overweight or obese.

15 6. In September 2009, the federal centers for disease  
16 control and prevention reported there were no states meeting  
17 national goals for the amount of fruits and vegetables that  
18 should be eaten.

19 7. One-third of all children born in 2000 or later will  
20 suffer from diabetes at some point in their lives. Many others  
21 will face chronic obesity-related health problems such as heart  
22 disease, high blood pressure, cancer, or asthma.

23 8. Iowa, often referred to as the world's breadbasket and  
24 home to many of the nation's leading food and nutrition experts  
25 and the world food prize, is well positioned to be a leader  
26 in solving the issues of childhood obesity and hunger in the  
27 United States.

28 9. All Iowans can play a role in preventing childhood  
29 hunger and obesity, including parents, elected officials from  
30 all levels of government, schools, health care professionals,  
31 faith-based and community-based organizations, and private  
32 sector companies.

33 10. Iowa must reduce childhood hunger and obesity in order  
34 to ensure Iowa's children do not grow up less healthy than  
35 their parents.

1 11. Because the state's schools provide a key community  
2 access point for children and families, the Iowa hot lunch  
3 challenge campaign created by this Act is intended to empower  
4 students, teachers, schools, and communities to begin working  
5 together to make this state a national leader in solving the  
6 problems of childhood obesity and hunger.

7 Sec. 2. NEW SECTION. 256.24 Iowa hot lunch challenge  
8 campaign.

9 1. The department shall initiate an Iowa hot lunch challenge  
10 campaign utilizing social media and an internet site. The  
11 campaign shall be designed to empower students, parents,  
12 schools, health professionals, community organizations,  
13 businesses, the faith community, and media by providing food  
14 and nutrition information that encourages their efforts to work  
15 toward all of the following goals:

16 a. Reducing childhood obesity and childhood hunger in this  
17 state by promoting healthy eating and improving access to  
18 healthy foods.

19 b. Making the hot lunch and other school nutrition programs  
20 in this state the best in the nation in taste, nutritional  
21 content, and community outreach.

22 c. Leveraging federal resources and food assistance programs  
23 to improve access to healthy food and beverage options for  
24 children during the school year and beyond.

25 d. Improving school nutrition and the educational  
26 environment by increasing consumption of fruits, vegetables,  
27 whole grains, and other healthy food and beverage items through  
28 all of the following:

29 (1) Ensuring the school breakfast, lunch, and snack program  
30 choices enhance consumption of healthy items.

31 (2) Shifting vending machine selections toward healthy  
32 items.

33 (3) Promoting school fundraising and a la carte programs  
34 and policies that minimize the competitive sale of foods and  
35 beverages and that maximize healthy food and beverage options.

1     (4) Shifting the food and beverage items provided by parents  
2 and other volunteers, staff, and students for class events  
3 toward healthy items.

4     (5) Shifting concession sales to healthy items.

5     2. The Iowa hot lunch challenge campaign shall make  
6 all of the following information available for each school  
7 district or community, when such information is available, to  
8 provide a statewide resource for student-led and community-led  
9 initiatives:

10    *a.* A regular point-in-time description of the initiatives  
11 utilized by school districts in the campaign and the strategies  
12 used to increase consumption of healthy food.

13    *b.* Current and historical data on the number of students  
14 participating in the school breakfast, lunch, and snack  
15 programs.

16    *c.* Data on school a la carte menus, revenue generated  
17 thereby, and any regulation thereof.

18    *d.* Current and historical participation data on the child  
19 care food program.

20    *e.* Data on school meal production costs and charges.

21    *f.* Participation data on summer food service programs in the  
22 state that are directed to children.

23    *g.* Participation data on this state's usage of the United  
24 States department of agriculture's fruit and vegetable program.

25    *h.* Data on the United States department of agriculture  
26 commodities delivered to schools.

27    *i.* Data on farm-to-school programs.

28    *j.* Information on the economic impact of federal child  
29 nutrition programs.

30     3. The department shall develop criteria to issue awards  
31 annually to schools and communities participating in the  
32 campaign and shall implement initiatives designed to meet the  
33 goals of the campaign.

34     4. The department may seek and accept gifts, grants,  
35 or donations, including in-kind donations, from private or

1 public sources for the purposes of the campaign. However, the  
2 department shall not accept a gift, grant, or donation that  
3 is subject to conditions that are inconsistent with the goals  
4 of the campaign or law. The department may accept in-kind  
5 donations of personnel from private sources to staff the  
6 campaign or use private funding to support interns and other  
7 resources needed to implement the campaign.

8 5. Representatives from the departments of agriculture and  
9 land stewardship, human services, and public health and from  
10 the economic development authority shall assist by providing  
11 the department of education with information relevant to the  
12 campaign.

13 6. The general assembly's standing committees on education  
14 shall annually review the campaign's progress.

15 EXPLANATION

16 This bill directs the department of education to initiate an  
17 Iowa hot lunch challenge campaign utilizing social media and  
18 an internet site. The campaign is to be designed to empower  
19 students, parents, schools, health professionals, community  
20 organizations, businesses, the faith community, and media by  
21 providing food and nutrition information that encourages their  
22 efforts to work toward the goals of reducing childhood obesity  
23 and childhood hunger in this state by promoting healthy eating  
24 and improving access to healthy foods; making the hot lunch  
25 and other school nutrition programs in this state the best in  
26 the nation; leveraging federal resources and food assistance  
27 programs to improve access to healthy food and beverage  
28 options for children; and improving school nutrition and the  
29 educational environment by increasing consumption of healthy  
30 food and beverage items through various means.

31 The campaign is to make certain information available for  
32 each school district or community, when such information is  
33 available, to provide a statewide resource for student-led  
34 and community-led initiatives. The information includes  
35 a regular description of initiatives utilized by school

1 districts in the campaign and the strategies used to increase  
2 consumption of healthy food; current and historical data on  
3 the number of students participating in the school breakfast,  
4 lunch, and snack programs; data on school a la carte menus,  
5 revenue generated thereby, and any regulation thereof; data on  
6 school meal production costs and charges; and various other  
7 information.

8     The department of education is directed to develop  
9 criteria to issue awards annually to schools and communities  
10 participating in the campaign and to implement initiatives  
11 designed to meet the goals of the campaign. The bill provides  
12 that the department may seek and accept gifts, grants, or  
13 donations, including in-kind donations, from private or public  
14 sources for the purposes of the campaign, but the department  
15 cannot accept a gift, grant, or donation subject to conditions  
16 inconsistent with the goals of the campaign or law. The bill  
17 provides that the department may accept in-kind donations of  
18 personnel from private sources to staff the campaign or use  
19 private funding to support interns and other resources needed  
20 to implement the campaign.

21     The bill directs representatives from the departments of  
22 agriculture and land stewardship, human services, and public  
23 health and from the economic development authority to assist by  
24 providing the department of education with information relevant  
25 to the campaign.

26     The bill directs the general assembly's standing committees  
27 on education to annually review the campaign's progress.

28     The bill includes legislative findings supporting the  
29 creation of the campaign.